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REMARKS

Claims 1 and 6-18 are amended. Claims 2-3, 12, and 17 are canceled without prejudice or disclaimer. No new matter is added by these amendments. Claims 1, 4-11, 13-16, and 18-20 are pending. Applicant respectfully requests reconsideration and allowance of all claims in view of the amendments above and the remarks that follow.

Examiner Interview

Applicant acknowledges the interview between the Examiner and the undersigned attorney on June 27, 2006, during which the Examiner changed the 35 U.S.C. 102 and 103 rejections from using the Machalek reference "US 2002/0013789" to using the Machalek reference "US 2002/0013786."

Claim Rejections under 35 U.S.C. 101

Claims 11-20 are rejected under 35 U.S.C. 101 for being a set of instructions that may be executed and for not being tangible. Claims 11-20 are amended to recite a "storage medium," which is statutory and tangible.

Claim Rejections under 35 U.S.C. 102 and 103

Claims 1-2, 4-8, 11-12, and 14 are rejected under 35 U.S.C. 102(e) as anticipated by US 2002/0013786 to Machalek. Claims 3, 10, 13, and 15 are rejected under 35 U.S.C. 103(a) as unpatentable over Machalek in view of Ashenfelter. Claim 9 is rejected under 35 U.S.C. 103(a) as unpatentable over Machalek in view of US 5,603,025 to Tabb. Claims 16-19 are rejected under 35 U.S.C. 103(a) as unpatentable over Machalek in view

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of Ashenfelter and US 2001/0053986 to Dick. Claim 20 is rejected under 35 U.S.C. 103(a) as unpatentable over Machalek in view of Ashenfelter, Dick, and Pearson.

Applicant respectfully submits that the claims are patentable over the references because all of the elements of the claims are not taught or suggested by the references, as further argued below.

Claim 1 recites: "ordering the subset of the plurality of characteristics in the report based on a relative significance of the characteristics in the model norm, wherein the relative significance specifies a different order of the characteristics than the records." Thus, in claim 1, both the report and the model norm have characteristics.

The Office Action relied on Machalek Fig. 7 for a model norm and Fig. 8 for a report and argued that the characteristics of Fig. 8 are listed in the order that they are displayed in Fig. 7. Applicant respectfully disagrees because none of the fields listed in Fig. 7 (e.g., "C1.Linked to Contact," "C1.Contact," "C1.Company," "C1.Last Name," "C1.Department," "C1.Title," "C1.Secr," "C1.Phone," "C1.Phone2," "C1.Phone3," "C1.Fax," "C1.Ext1," "C1.Ext2," "C1.Ext3," "C1.Ext4," or "C1.City") are displayed in the SQL query of Fig. 8. Thus, Machalek does not teach or suggest a report and model norm that both have characteristics, as recited in claim 1, because the fields of Fig. 7 are not present in the SQL query of Fig. 8, i.e., Figs. 7 and 8 have no common elements. Further, Machalek does not teach or suggest a relative significance in the model norm that specifies a different order of the characteristics than the records, as recited in claim 1, because Machalek Figs. 7 and 8 have no common elements that are capable of having different orders.

Claim 1 further recites: "receiving a favored norm from an information supplier of a selected record in the report; selecting a second subset of the plurality of characteristics from the plurality of records, wherein the favored norm specifies the second subset." The Office Action argues that Machalek retrieves all information, which teaches a favored norm. Applicant respectfully disagrees because the favored norm of claim 1 specifies a

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second subset of the plurality of characteristics from the plurality of records, which is not taught or suggested by whatever information Machalek retrieves.

The SQL order by clause of Ashenfelter does not make up for the Machalek deficiencies that are previously argued above. The default value of Pearson does not make up for the Machalek deficiencies that are previously argued above. The Tabb highlight that indicates additional information is available does not make up for the Machalek deficiencies that are previously argued above. The Dick CIS that hosts record sources that normalize information does not make up for the Machalek deficiencies that are previously argued above.

Claims 6, 11, and 16 recite similar elements as previously argued above for claim 1 and are patentable over the references for similar reasons as those argued above. Claims 4, 5, 7-10, 13-15, and 18-20 are dependent on claims 1, 6, 11, and 16, and are patentable over the references for the reasons argued above.

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Conclusion

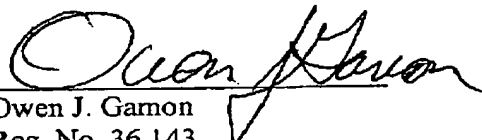
Applicant respectfully submits that the claims are in condition for allowance and notification to that effect is requested. The Examiner is invited to telephone Applicant's attorney (651-645-7135) to facilitate prosecution of this application.

If necessary, please charge any additional fees or credit overpayment to Deposit Account No. 09-0465.

Respectfully submitted,

Kenneth J. Burger, et al.

By their Representative,

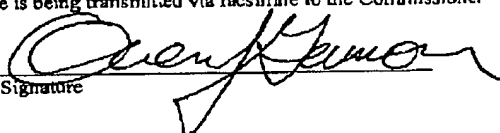

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CERTIFICATE UNDER 37 CFR 1.8: I hereby certify that this correspondence is being transmitted via facsimile to the Commissioner for Patents 571-273-8300, on July 3, 2006.

Owen J. Gamon
Name


Signature